



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Chao Strategy Message & Media
Attn: Kissell
1322 G Street, SE
Washington, DC 20003

Contract # 338726

Schedule Dates	10/25/12-10/31/12	Date Entered	10/24/12
Advertiser	Larry Kissell for Congress (9216)	Last Modified	10/24/12
Agency	Chao Strategy Message & Media (5389)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	1845 CONGRESS (140514)	Headline #	06394841
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	CERTO, MICHELE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	259/271/1845	Commission	\$2,343.75
Account Types	National/Political	Net Total	\$13,281.25
Billing Type	Standard	Sales Tax	
Comments	KISSELL FOR CONGRESS ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	7	\$6,975.00
Nov. 2012	8	\$8,650.00
Grand Total:	15	\$15,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6P- 6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/24/12
2.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	7A- 8A (EST)						1				\$775.00		Charlotte (WSOC)	GD MRN AMR-A8C	10/24/12
2.0.1	Preempt	10/26/12															Charlotte (WSOC)	Political/Exception -	
3.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/24/12
4.0	Normal Line / Spot	10/29/12-10/29/12	5	:30	6A- 7A (EST)		1							1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAY8RK	10/24/12
5.0	Normal Line / Spot	10/27/12-10/27/12	5	:30	7A- 8A (EST)							1		1	\$325.00	\$325.00	Charlotte (WSOC)	EYE NW SA MRN2	10/24/12
6.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11P- 11:35P (EST)							1		1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWIT NWS 11<	10/24/12
7.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	7A- 8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SU MRN2	10/24/12
8.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/24/12
9.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	6A- 7A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAY8RK	10/24/12
10.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/24/12
11.0	Normal Line / Spot	10/30/12-10/30/12	5	:30	7A- 8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GD MRN AMR-A8C	10/24/12
12.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/24/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Chao Strategy Message & Media
Attn: Kissell

1322 G Street, SE
Washington, DC 20003

Contract # 338/26

Schedule Dates

10/25/12-10/31/12

Advertiser

Larry Kissell for Congress (9216)

Agency

Chao Strategy Message & Media (5389)

Product

Political - Federal Candidate (1067)

Brand

1845 CONGRESS (140514)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

CERTO, MICHELE

Phone/Fax

/

Date Entered 10/24/12

Last Modified

10/24/12

Entered By

Jill Hipskind

CO-OP

No

Headline #

06394841

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$2,343.75

Net Total

\$13,281.25

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Spots

Rate

Nov. 2012

7

\$6,975.00

Grand Total:

8

\$8,650.00

15 \$15,625.00

Comments

KISSELL FOR CONGRESS

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Billing Type

Standard

Account Types

National/Political

CPE

259/271/1845

Station

Charlotte (WSOC)

Comments

KISSELL FOR CONGRESS

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/24/12
14.0	Normal Line / Spot	10/31/12-10/31/12	5	:30	6A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBRK	10/24/12
15.0	Normal Line / Spot	10/31/12-10/31/12	5	:30	7A- 8A (EST)				1					1	\$775.00	\$775.00	Charlotte (WSOC)	GD MRN AMR ABC	10/24/12
16.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 6394841
*** ORIGINAL REV#0 ***

REF. LEAD 010-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 12.46
*** WSOC-TV ***

ADV # ADV. NAME POLI/L KISSELL/D/CON/NC REP. # OFF. # 220 SALESMAN #

AGY # AGY. NAME CHAO STRATEGY MESSAGE & MEDIA BUYER NAME MICHELE CERTO

1322 G STREET, SE SALES PRSN PH- NICK WELTE

WASHINGTON, DC 20003

ORDER # CONTRACT # 6394841 CLASS: NATL. LOCAL REGIONAL

PRDCT KISSELL FOR CONGRESS EST#1845 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT25/12 OCT31/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT24/12 12.46

REP: TO JILL
FR JARED
NEW KISSELL ORDER
TOTAL \$16400
PLS CNF THANKS



CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 259 AGENCY EST# = 1845
AGENCY PRODUCT CODE = 271

1			600P-630P	30		\$1,500.00	10/26	10/26	1		FRI	1
PROGRAM : EYEWIT NWS 6												
CON COM1: EYEWIT NWS 6												
2			700A-800A	30		\$775.00	10/26	10/26	1		FRI	1
PROGRAM : GD MRN AMR-ABC												
CON COM1: GD MRN AMR-ABC												

4
5

REP HEADLINE# 6394841
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ORDER WORKSHEET
HARRIS REPORT FROM REP

FAX# 610-225-1191
OCT24/12 12.46
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1100P-1130P PROGRAM : EYEWIT NWS 11 CON COM1: EYEWIT NWS 11	30		\$1,200.00	10/29	10/29	1		MON	1
4			600A-700A PROGRAM : EYE NWS DAYBRK ORD COM1: UPDATED 9/28 CON COM1: EYE NWS DAYBRK	30		\$850.00	10/29	10/29	1		MON	1
5			700A-800A PROGRAM : EYE NW SA MRN2 CON COM1: EYE NW SA MRN2	30		\$325.00	10/27	10/27	1		SAT	1
6			1100P-1135P PROGRAM : EYEWIT NWS 11< CON COM1: EYEWIT NWS 11<	30		\$1,300.00	10/28	10/28	1		SUN	1
7			700A-800A PROGRAM : EYE NW SU MRN2 CON COM1: EYE NW SU MRN2	30		\$300.00	10/28	10/28	1		SUN	1
8			1100P-1130P PROGRAM : EYEWIT NWS 11 CON COM1: EYEWIT NWS 11	30		\$1,200.00	10/25	10/25	1		THU	1
9			600P-630P PROGRAM : EYEWIT NWS 6 CON COM1: EYEWIT NWS 6	30		\$1,500.00	10/25	10/25	1		THU	1
10			600A-700A PROGRAM : EYE NWS DAYBRK ORD COM1: UPDATED 9/28 CON COM1: EYE NWS DAYBRK	30		\$850.00	10/25	10/25	1		THU	1
11			600P-630P PROGRAM : EYEWIT NWS 6 CON COM1: EYEWIT NWS 6	30		\$1,500.00	10/30	10/30	1		TUE	1

REP HEADLINE# 6394841
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT24/12 12.46
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			700A-800A	30		\$775.00	10/30	10/30	1		TUE	1
PROGRAM : GD MRN AMR-ABC												
CON COM1: GD MRN AMR-ABC												
13			1100P-1130P	30		\$1,200.00	10/31	10/31	1		WED	1
PROGRAM : EYEWIT NWS 11												
CON COM1: EYEWIT NWS 11												
14			600P-630P	30		\$1,500.00	10/31	10/31	1		WED	1
PROGRAM : EYEWIT NWS 6												
CON COM1: EYEWIT NWS 6												
15			600A-700A	30		\$850.00	10/31	10/31	1		WED	1
PROGRAM : EYE NWS DAYBRK												
ORD COM1: UPDATED 9/28												
CON COM1: EYE NWS DAYBRK												
16			700A-800A	30		\$775.00	10/31	10/31	1		WED	1
PROGRAM : GD MRN AMR-ABC												
CON COM1: GD MRN AMR-ABC												
OCT/12			\$7,750.00			NOV/12			\$8,650.00			
CONTRACT TOTAL												16400.00
TOTAL SPOTS												16

MARKET TOTALS \$48,235 WSOC 34% WBTW 34% WCNC 12% WCCB 19% WJZY 0% WMYT 0% WAXN 1%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*